243 In the case of the farmer who slaves at pro-
433 ducing a scanty crop on submarginal land,
461 similar considerations are important. The farmer does not count interest and wages; the measure of his effort is maize in the storehouse to feed his wife and children. It is useless to point out that he could earn enough wages for the same amount of labor to buy two or three times as much maize as he can produce, for he will not be convinced.

243 Even in the case of the average or somewhat
433 better than average case cited in detail, the
153 calculations made on the basis of our economic viewpoints are relatively valueless. Profits, interest, depreciation, and wages do not enter into the farmer's calculation (with the exception of a few large farmers). Rather would the typical farmer calculate that the maize obtained in this case would, with a family of not over five, feed the family for a year by exercising due care. If he had two pieces, each of a hectare or a little more in area, in two locations to plant alternate years, he could count with some security on feeding his family. If, in addition, he had a bit of wheatland, he would probably sell enough wheat to meet the essential cash outlays for his family. Any income from livestock, work in the forest, or as a hired laborer would then go into essentially luxury spending or savings to buy more land. It is wheat that is a money crop, it should be noted, and not maize. Only the wealthy sell maize, and only the poor or improvident buy it.

184 In case maize is raised for sale on any scale,
433 however, the farmer encounters new market-
243 ing problems. The local market prefers yellow maize, as does Mestizo Purépero. Uruapan, on the other hand, prefers white maize, while the Lake Pátzcuaro region desires pink, red, or mixed color maize. As prices may vary in the different major markets, the farmer's income may be affected by the color of maize he has grown.

243 From the statements given above it should
433 not be concluded that the idea of a return for
427 land ownership, i.e., a return upon the capital investment, is lacking in Cherán. It exists, but it is colored by the local attitudes. Thus, farmers with more land than they can conveniently cultivate, storekeepers owning land, and various others may rent land on a share-